

JUN 12 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Christie Film Company Inc

Hold Your Breath - six reels

Respectfully,

FULTON BRYLAWSKI

The Christie Film Company Inc
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Hold Your Breath	6-12-24	©CIL 20299

The return of the above copies was requested by the said
Company, by its agent and attorney on the 12th day of
June, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

JUN 12 1924 ✓

✓ ©CL 20299 ✓

✓ HOLD YOUR BREATH ✓

✓ Photoplay in six reels ✓

✓ Story by Frank Roland Conklin ✓

✓ Directed by Scott Sidney ✓

Author of the Photoplay (under section 62)
Christie Film Company Inc. ✓ of U.S.

JUN 12 1924

Dorothy Devore, Tully Marshall, Walter Hiers and over a dozen other players interpret the hilarious story. It's a whirlwind of thrills.

©CLL 20299

PRESS SHEET
ON

"Hold Your Breath"

W. W. HODKINSON CORPORATION, 469 FIFTH AVENUE

DOROTHY DEVORE HEADS ONE OF THE LARGEST CASTS EVER ASSEMBLED IN ONE OF AL CHRISTIE'S FIRST FEATURE FILMS

REVIEWS

A PICTURE THAT'S TRUE TO ITS NAME

"Hold Your Breath," Christie Feature, Crammed With Thrills and Humor.

You'll have to do what you're told if you go to the Theatre this week. "Hold Your Breath" is so full of brisk action and thrilling situations that it takes your breath away. A particularly apt title—that, Jimmie Adams certainly deserves the lot he won from Al Christie for thinking of it.

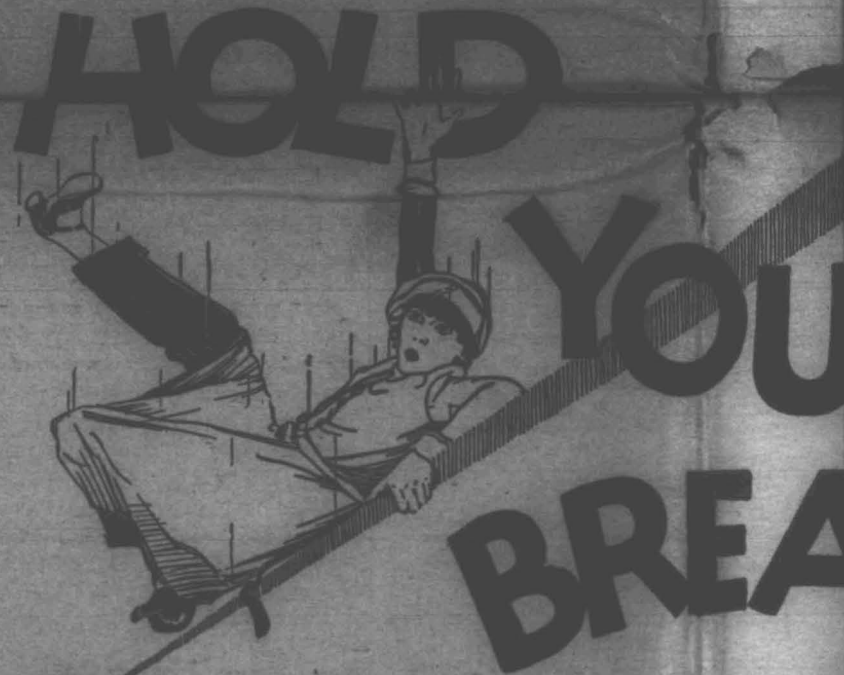
"Hold Your Breath" is an Al Christie feature done in the same tempo as the short Christie comedies. Unlike most feature comedies, it has a good story as a basis for the humor.

SPLENDID CAST IN CHRISTIE FEATURE

Many Well-Known Comedians in "Hold Your Breath," a Breezy Story.

"A wonderful comedy cast" is the phrase used in the billing of "Hold Your Breath," the new Al Christie feature at the Theatre, and that's exactly what it is. There's a collection of comedians and character players that would make a musical comedy director green with envy.

Dainty little Dorothy Devore has the leading feminine role. She has more pep than almost any other comedienne on the screen. While she has starred in many Christie comedies and played feminine leads in features,



S SHEET

ON

our Breath"

ION, 469 FIFTH AVENUE, NEW YORK CITY

ONE OF BIGGEST COMEDY
IN ONE PRODUCTION, IN AL
TURE FOR HODKINSON RELEASE

This Al Christie feature is a riot of fun and excitement. If ever a picture was designed to make 'em hold their breath this one was.

A Paragraph Apiece

(Advance Stories. Take them to your editor before your play date.)

LITTLE COMEDienne

PLAYS A BIG ROLE

Dorothy Devore Has Prominent Part in Christie Feature, "Hold Your Breath."

Dorothy Devore, the dainty little player, who has the most prominent role in the Al Christie Feature "Hold Your Breath," which comes to the Theatre for a run next has long been accepted as the screen's leading farce comedienne. Her talent has been in evidence in the scores of Christie comedies in which she has capably played featured parts.

Dorothy was born in Fort Worth, Texas, in 1901, and moved up to Los Angeles to finish her education. She appeared in musical comedy and in pictures with Lyons and Moran before becoming a Christie star. Some of her recent Christie comedies include: "Let 'Er Run," "Hazel From Hollywood," "Winter Has Come," "Navy Blues," "Kidding Katie," "Stay Single" and "Getting Gertie's Goat." She has also been loaned by Al Christie to play feminine leads in features opposite such prominent stars as Charles Ray and William Russell. On many occasions Mr. Christie has had to refuse the offers of producers desiring her services, in order that she might star in the allotted number of Christie comedies.

Dorothy's part in "Hold Your Breath" calls for exceptional versatility, for it varies from heavy emotional acting to feats of acrobatics border on circus acrobatics. In speaking of his choice of Miss Devore for this difficult role, Al Christie said:

"The selection of Dorothy Devore was made after carefully considering the field at our own studio as well as on the outside. She has stood out as one of the most consistent and appealing comediennesses in the two-reel this past year."

Dorothy is a member of a screen girls' club, "The Regulars." Her hobby is music and she possesses a beautiful voice.

TULLY MARSHALL'S LATEST PICTURE

Tully Marshall who portrays the Eccentric Collector in "Hold Your Breath," the Al Christie feature which comes to the Theatre for a run next is acknowledged one of the best character actors on the screen.

He was born in Nevada City, Cal.

DOROTHY DEVORE

Born in Fort Worth, Texas, in 1901. Appeared in musical comedies. In comedies with Lyons and Moran before becoming a Christie star. Latest Christie comedies in which she starred: "Navy Blues," "Kidding Katie," "Stay Single," "Getting Gertie's Goat." Has also been loaned to play feminine leads opposite Charles Ray, William Russell, etc. Her hobby is music and she possesses a beautiful voice.

WALTER HIERS

Was in vaudeville before pictures. Began in "The Failure," a Griffith picture. Appeared in "Seventeen," "What's Your Husband Doing?" "The Fourteenth Man," "Sham," "Is Matrimony a Failure?" "Bought and Paid For," "The Mysterious Miss Terry," etc. Starred in "Mr. Billings Spends His Dime" and "Fair Week." Is five feet ten and one-half inches tall and weighs 235 pounds. Lives in Los Angeles. Hobbies—Baseball and football.

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Born in Nevada City, Cal. Was connected with the legitimate stage for thirty-six years as actor, manager, director and producer. Eight years in pictures of practically every large company. "The Three Musketeers," "The Brass Bottle," "Richard the Lion-Hearted," "The Hunchback of Notre Dame," "The Stranger," etc.

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Was in vaudeville, cabaret performances, legitimate plays. In moving pictures for six years. Christie comedies include "Roll Along," in which he appeared in disguise, "Green as Grass," "Done in Oil," "Aggravating Papa" and "Safe and Sane." He is also a song writer; his most recent published ones being "Down on the Farm," "Love's Garden" and "Carolina, I Love You."

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Born in Washington, D. C. Screen career, five years. Pictures include "Little Church Around the Corner," "The Fog Man," "The Purple Dawn," "The Son of Wallingford" and "Home Stuff." Has blonde hair and gray eyes.

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Was in stock with Lenore Ulrich in "The Bird of Paradise." Pictures: Besides many Christie comedies was in "Lesson in Love," "Wedding Bells," "A Heart to Let," "The Barricade," "Beyond the Rainbow," "The Critical Age."

LINCOLN PLUMER

Besides Christie comedies, pictures include: "Within the Law," "Rupert of Hentzau," "My Mamie Rose," "The

Story by Frank Roland Conklin

Directed by Scott Sidney

A
HODKINSON
Release



Going!

-with traf-
een stories

N'T ALL!
his breath-
super-pro-
whale of a
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ers, Tully
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rand Theatre

FEATURE

ee-Column Ad Cut No. 4

FACTS IN BREEZY
IS FOR YOUR PROGRAM

You'll have to do what you're told if you go to the Theatre this week. "Hold Your Breath" is so full of brisk action and thrilling situations that it takes your breath away. A particularly apt title—that, Jimmie Adams certainly deserves the lot he won from Al Christie for thinking of it.

"Hold Your Breath" is an Al Christie feature done in the same tempo as the short Christie comedies. Unlike most feature comedies, it has a good story as a basis for the humor. It is a tale of a girl who sets out to hold down her brother's reportorial job and does—although she rouses the whole town and almost breaks her neck before she succeeds.

The cast is comprised of a grand array of well known players. Dorothy Devore, the irrepressible little star of a multitude of Christie comedies, is the girl. Jovial Walter Hiers plays her well-meaning fiancée and Tully Marshall is seen as the Eccentric Collector. Jimmie Adams, Jimmie Harrison, Priscilla Bonner, Lincoln Plumer, Rosa Gore, Jay Belasco, George Pierce, Victor Rodman, Budd Fine, Eddie Baker and Douglas Carter comprise the remainder of the large and very capable cast. The picture was directed by Scott Sidney and written by Frank Roland Conklin, author of innumerable Christie scripts.

If you want a good time or are itching for excitement go to the Theatre and "hold your breath."

"A wonderful comedy cast" is the phrase used in the billing of "Hold Your Breath," the new Al Christie feature at the Theatre, and that's exactly what it is. There's a collection of comedians and character players that would make a musical comedy director green with envy.

Dainty little Dorothy Devore has the leading feminine role. She has more pep than almost any other comedienne on the screen. While she has starred in many Christie comedies and played feminine leads in features, this is her first comedy-drama. Judging by her work in this, there is no saying how far she may go in this field, for which she is particularly fitted by personality and talent.

Walter Hiers of the generous proportions and jovial smile, plays the good-natured fiancée. Tully Marshall, Jimmie Harrison, Jimmie Adams, Priscilla Bonner and Lincoln Plumer have other important parts. Comedy bits are contributed by Patricia Palmer, Rosa Gore, Jay Belasco, George Pierce, Victor Rodman, Budd Fine, Eddie Baker and Douglas Carter.

The story is a fast-moving tale of a girl who endeavors to hold down her brother's reportorial job while he is ill. There are plenty of thrills as well as an abundance of clean comedy. Some praise should go to Director Scott Sidney for his skill in making comedians of the monkey and other animals in the film.

"Hold Your Breath" is effective and pleasant entertainment.

FOR YOUR INFORMATION

"HOLD YOUR BREATH"

An AL CHRISTIE FEATURE

With a Great Comedy Cast

DOROTHY DEVORE

WALTER HIERS, TULLY MARSHALL

JIMMIE ADAMS, PRISCILLA BONNER

and JIMMIE HARRISON

Directed by SCOTT SIDNEY

Story by FRANK ROLAND CONKLIN

Photography by GUS PETERSON and ALEX PHILLIPS

Technical Director—TOM BRIERLEY

Distributed by W. W. HODKINSON-CORPORATION

THE CAST

The Girl	Dorothy Devore
Her Fiance	Walter Hiers
The Eccentric Collector	Tully Marshall
Proprietor of Beauty Parlor	Jimmie Adams
The Sister	Priscilla Bonner
Her Husband	Jimmie Harrison
City Editor	Lincoln Plumer
The Hairdresser	Patricia Palmer
The Customer	Rosa Gore
Another Customer	Jay Belasco
The Mayor	George Pierce
Oil Salesman	Victor Rodman
Policeman	Budd Fine
Detective	Eddie Baker
Colored Boy	Douglas Carter
Street Merchant	Maz Davidson

THE STORY

Walter Hiers is working on the little bungalow for himself and Dorothy, who has promised to marry him in a month. Dorothy lives with her brother Dick and does much of the work of caring for her sister-in-law's baby.

Dorothy works in a beauty parlor. One day while she is giving a woman a permanent wave she goes to the assistance of one of the manicurists and the woman's hair is ruined. Dorothy is discharged. When she gets home she discovers that Dick has been sent home sick and that his wife has invested the family savings in oil stock. Dorothy rushes out to try to find the stock salesman, but he has disappeared.

Walter tries to get Dorothy to marry him right away so he can take care of the family, but she insists on going to the paper where Dick works and trying to hold down Dick's job while he is ill. She reminds the city editor of the promises he made to Dick when he went to war and says that now that Dick is sick from being gassed he (the editor) ought to help them. The editor agrees to give her a chance. Her efforts to be a reporter end in disappointments. Finally the city editor tells her to try to get an interview with Blake, the eccentric millionaire collector, who has just brought back priceless objects from his Egyptian explorations.

After donning several disguises and being thrown out several times Dorothy gains an audience with Blake. He gives her an interview and allows her to examine a \$50,000 bracelet. She leaves it on a chair, and an organ grinder's monkey comes in the window, seizes the bracelet and runs up the side of the building. Blake accuses Dorothy and phones for the police. Dorothy in desperation goes out of the window to try to catch the monkey. A crowd gradually gathers below. Someone gets Walter, who tries various methods of saving Dorothy. After many narrow escapes she is hauled into the building by the police.

The oil salesman has brought Dick's wife news of a gusher well, so, now that Walter won't have to support the family, Dorothy consents to marry him.

Printed in U. S. of America.



Going! Going!

Story by
Roland

Directed by
Scott

Down she skidded—with traffic playing tag, seventeen stories below her!

AND THAT AIN'T ALL! Wait until you see this breath-taking, side-splitting, super-production. It's got a whale of a comedy cast including Dorothy Devore, Walter Hiers, Tully Marshall, Jimmy Adams, Priscilla Bonner, Jimmie Harrison and Lincoln Plumer.

Now Playing at the Strand Theatre

An AL CHRISTIE FEATURE

Three-Column Ad Cut No. 4

INTERESTING FACTS IN B PARAGRAPHS FOR YOU

"Hold Your Breath," the first of the Al Christie feature productions, is crammed full of thrilling action, spaced with many laughs. Those who have seen Christie's short farces and comedies in the past know what to expect, since in this full-length production the Christie organization has followed the style which it pursued in its two-reel films; that is, telling a logical little story and brightening it up with funny situations.

The all-star comedy cast includes Dorothy Devore, Walter Hiers, Tully Marshall, Jimmie Adams, Priscilla Bonner, Jimmie Harrison and Lincoln Plumer.

"Hold Your Breath," shouted Jimmie Adams, featured Christie comedian who also appears in the picture. "They'll all hold their breath when they see that on the screen."

"Hold Your Breath," the big Al Christie feature comedy with Dorothy Devore, Walter Hiers and Tully Marshall, has a line-up of characterizations that includes blackface, German, Irish, Hebrew, English and American comedy impersonations. The story is by Frank Roland Conklin. Scott Sidney directed.

The all-star comedy cast of "Hold

In addition to the common worries of a movie director, Scott Sidney, who directed the Al Christie Feature "Hold Your Breath," was forced to assume the tedious task of instructing a cat, a pair of Russian wolf-hounds, a team of horses and a monkey in the art of being funny. Trying to induce an animal to become an actor is indeed irritating but Mr. Sidney encountered an experience which was still more aggravating—he lost his voice.

Following several days' work of directing hundreds of people in a huge set, Mr. Sidney's vocal powers deserted him under the strain and for nearly two weeks he was unable to speak above a whisper. However, with all these worries he managed to make one of the most entertaining comedies that have ever been produced.

The title of the first Al Christie Special Feature, "Hold Your Breath," suggested itself during the filming of a thrilling scene in which Dorothy Devore, who plays the leading role, was executing a daring "stunt." Miss Devore was called upon to allow herself to be lowered from the fifth floor of an office building to the pavement below by means of a fire-hose. When she alighted safely after a rapid slide, Director Scott Sidney exclaimed, "My goodness, child, I certainly held my breath during that scene."

"There's the title for the picture—

Devore, who is called upon to display her talents in many dangerous situations. She proves to be courageous and manages to inject large quantities of humor role while she dangles from hazardous heights and risks her fair neck in a hundred different ways.

Playing opposite Dorothy Devore in the Al Christie feature, "Hold Your Breath," is jovial Walter Hiers, who is as comical as he is corpulent. Walter plays the role of Dorothy's fiancé, and is admirable for the part, since he is naturally too fat to climb and rescue her from her various predicaments. He calls in the fire department and assembles a load of hay, a ton of mattresses and other accessories to get her out of her difficulties on a high building.

Jimmie Harrison, who has long been a familiar figure in Christie Comedies, has an important role in "Hold Your Breath," the Al Christie feature. Jimmie was in stock and vaudeville before appearing in pictures. Besides playing in Christie comedies he has appeared in many features in support of such stars as Constance Talmadge and Justine Johnston.

Dorothy Devore, who heads the all-star cast of the Al Christie feature, "Hold Your Breath," has earned a fine reputation as a star of Christie comedies. It was largely because of

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this that Mr. Christie selected her for the difficult role in the feature. Some of her latest short comedies are: "Let 'er Run," "Hazel from Hollywood," "Winter Has Come," "Navy Blues," "Kidding Katie," "Stay Single" and "Getting Gertie's Goat."

Most feature comedies are criticized because there isn't enough of a reasonable basis to keep up the interest in the spaces between the funny situations. "Hold Your Breath," the Al Christie feature, has avoided the possibility of such condemnation by providing a logical story to underlie all

The wonderful comedy cast includes Dorothy Devore, Walter Hiers, Tully Marshall, Jimmie Adams, Jimmie Harrison, Priscilla Bonner and Lincoln Plumer.

Tully Marshall who plays the part of the Eccentric Collector in "Hold Your Breath," the Al Christie feature, is one of the best character actors on the screen. He was connected with the legitimate stage for thirty-six years as actor, manager, director and producer. During the eight years that he has been in pictures he has appeared in the productions of practically every large company.

A woman will raise a howl if hubby tracks a little mud on the parlor rug and yet she looks forward with a joyous heart to a seance with the masseuse who tosses bucketsful of mud all over her face. In the modern beauty parlor where our feminine friends go to have their hair bent all out of shape and their faces reorganized, a casual visitor, with a good sense of humor, can be assured of being hilariously entertained. One of the humorous high-spots in "Hold Your Breath," the new Al Christie feature, is a joyous sequence in a beauty parlor. Dorothy Devore, as a novice masseuse, manages to ruin the beauty of many an irate dowager by her own original methods.

voice.

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LINCOLN PLUMER

Besides Christie comedies, pictures include: "Within the Law," "Rupert of Hentzau," "My Mamie Rose," "The Glory of Clementina" and "Confidence." Was the first actor to cross the United States in an automobile in 1916, for which drive he was given a medal by Motor Magazine.

PATRICIA PALMER

Was in vaudeville and stock. Pictures include: "The Cowboy and the Lady," "Mr. Billings Spends His Dime," "Things Men Do," "The Web of the Law" and "The Two Hellions." Has golden-brown hair and dark blue eyes.

ROSA GORE

"Pink Tights," "Once to Every Woman," "Colorado," "A Dangerous Game," "The Town Scandal" and "The Mistress of Shenstone."

JAY BELASCO

Born in Brooklyn, N. Y., was in drama and vaudeville. Screen career since 1915. Two years director and star of Christie comedies. Pictures include: "Help Wanted—Male," "Palace of Darkened Windows," "In for Life," "One Stormy Night."

GEORGE PIERCE

Was in "Her Husband's Friend," "Black Beauty," "The Primitive Lover."

EDDIE BAKER

Born in Davis, W. Va. Stage career with Baker stock in repertoire through eastern states. Pictures include: "Full o' Pep," "Hale and Hearty," "Friday, the Thirteenth" and "The Bride-To-Be."

DOUGLAS CARTER

In "The Night Hawk" and others.

SCOTT SIDNEY

Director. Connected with the legitimate stage for twenty years. Was pioneer director of dramatic pictures before joining Christie organization. In six years he directed about 150 comedies and an occasional feature.

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He was born in Nevada City, California, and was connected with the legitimate stage for thirty-six years as actor, manager, director and producer. During the eight years he has been in pictures, he has appeared in the productions of practically every big company. His pictures include: "Is Matrimony a Failure?" "The Covered Wagon," "Law of the Lawless," "The Three Musketeers," "Penrod," "Hail the Woman," "The Brass Bottle," "Cup of Life," "Too Much Business," "The Barefoot Boy," "Temporary Marriage," "Richard the Lion-Hearted," "The Hunchback of Notre Dame," and "The Stranger." His work

is always of the highest quality, a new role never fails to evoke fresh wonderment at his remarkable technique.

His part in "Hold Your Breath" is of the serio-comic vein that he "gets over" so well, and will be a source of new delight to his many admirers.

CHRISTIE TO MAKE FEATURES BESIDES USUAL COMEDIES

Believing that the film market at the present time is demanding features of the type which a comedy organization is best fitted by experience and facilities to make, Al Christie decided to produce several special features this year, in addition to his comedies. The first of these is "Hold Your Breath," which comes to the Theatre for a run next

A splendid array of names compose the wonderful comedy cast. Among those who have prominent parts are Dorothy Devore, Walter Hiers, Tully Marshall, Jimmie Adams, Priscilla Bonner, Jimmie Harrison and Lincoln Plumer.

Frank Roland Conklin wrote "Hold Your Breath," a breezy story of a girl reporter. Scott Sidney directed.

These Ads Spell PEP!

LOOKOUT BELOW!

You're Going to Fall Hard for This Great Comedy Cast:



Ooh!



Help!



Dorothy Devore
Tully Marshall
Jimmie Adams
Jimmie Harrison
Patricia Palmer
Jay Belasco
Victor Rodman
Eddie Baker

Walter Hiers
Priscilla Bonner
Lincoln Plumer
Rosa Gore
George Pierce
Budd Fine
Douglas Carter

"HOLD YOUR BREATH"

while the nerviest little girl-reporter in captivity gives you a demonstration of a T-H-R-I-L-L! You'll gasp and you'll laugh until you cry—for more!

Directed by
SCOTT SIDNEY

Story by
FRANK ROLAND CONKLIN



An
AL CHRISTIE FEATURE
A **HODKINSON**
Release

List Your Short
Subjects Here

Four-Column Ad Cut No. 5

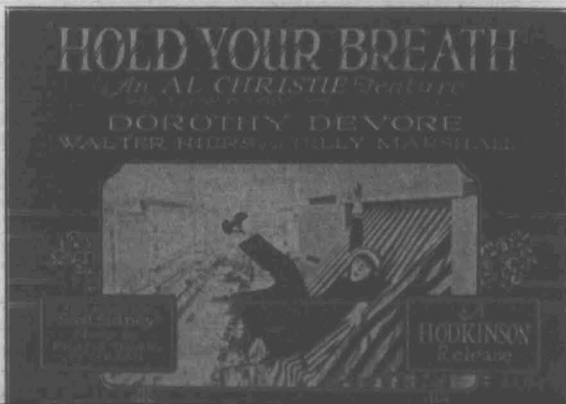
OH BOY!

Look 'Em Over!

Dorothy Devore	Tully Marshall
Walter Hiers	Priscilla Bonner
Jimmie Adams	Lincoln Plumer
Jimmie Harrison	Rosa Gore
Patricia Palmer	George Pierce
Jay Belasco	Budd Fine
Victor Rodman	Douglas Carter
Eddie Baker	



COLORED SLIDE



OIL PAINTINGS

Beautify your lobby and you will see new faces at the box office. You can procure a set of Oil Paintings on "Hold Your Breath," consisting of

1—30x40
and
2—20x30

These are so made that you can unhook the two frames making two separate paintings.

You can secure these direct from the National Photographers, 719 Seventh Avenue, New York City, or through your local Hodkinson exchange.

PEP!

EXPLOITATION IDEAS TO HELP YOU PUT OVER "HOLD YOUR BREATH"

Comedy Cast:



Walter Hiers
Priscilla Bonner
Lincoln Plumer
Rosa Gore
George Pierce
Budd Fine
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BREATH

Your Short
Subjects Here

THE FEATURE
HODKINSON
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The Title:

In "Hold Your Breath" you have a whiz of a title. It gets the spirit of the production over with a bang. It's snappy and "different." It attracts immediate attention. Play it up in your advertising and around your theatre front.

Billboard Advertising:

It would be good to make use of the title on billboards prior to the showing of the theatre. Just use the copy "Hold Your Breath" until (date). This will arouse a lot of curiosity. You can follow it up with an announcement of the picture.

Ballyhoo Soldier:

A very economical ballyhoo may be had by hiring a man (preferably an ex-soldier who has an outfit) to be dressed in a soldier's uniform, with

his face entirely hidden by a gas mask. Have him pass out cards reading "Hold Your Breath" till you get to the Theatre (date).

Organ-Grinder Ballyhoo:

Another good ballyhoo would be an organ grinder with a monkey, for a monkey plays a very important part in the picture. Have either the monkey or the organ grinder hand out a card reading: "One tiny monkey makes a whole town hold its breath in 'Hold Your Breath,' the Al Christie feature at the Theatre, with a splendid cast headed by Dorothy Devore, Walter Hiers and Tully Marshall.

For Your Lobby Lung Testing Machines:

"Hold Your Breath" would tie up with a lung-testing machine in the lobby, like the ones at amusement parks. Every day you can hang up the record made the day before.

Or a comedy lung-testing machine could be made out of cardboard and wire, so that when a person blew, as instructed, a little row of figure cut-outs from the picture would come sliding out at him. This would be good for kids to fool with.

Newspaper Tie-Ups Photograph Guessing Contest:

Prominently featured in "Hold Your Breath" is Dorothy Devore trying to hold down her sick brother's job on a city newspaper. She starts out with a graflex, trying to get pictures and news, and gets in bad by trailing and snapping a picture of the mayor out with a show girl in a cabaret, only to find that the mayor owns the paper.

A possible newspaper tie-up may be secured by having the theatre furnish a girl to go around taking pictures of local people on the down-town streets with a guessing contest as to who they are. There are a lot of variations to this with which you are already familiar.

Amateur Reporters:

A new contest would be one for amateur news hounds. Put up prizes for the local high school or college girls who turn in the best news event stories and snapshots. The city editor of your local paper will be glad to co-operate with you on a stunt of this sort.

Experience Contest:

experienced or witnessed. The subject of the contest might be "The Time I Had to Hold My Breath." An explanatory note should say: "In the Al Christie feature 'Hold Your Breath,' playing at the Theatre, a whole town holds its breath while it waits for Dorothy Devore to fall off a high building around which she is climbing to catch a monkey. Doubtless you have witnessed or experienced more thrilling escapades than this. Write us about them."

Besides cash prizes to the winners, you can give passes to the theatre to those who receive honorable mention.

Lobby Card:

If you make a title card of your own, as effective a one as could be obtained would be the one on the order of the government poster: a figure with eyes and finger pointing directly at one and playing up the title.

Marquee Decoration:

Toy balloons are used a good bit in the production of "Hold Your Breath." Good marquee decorations would be small cut-outs of a girl hanging from a toy balloon.

Throwaways Balloons:

If not too expensive, a toy balloon would be a good throwaway for this picture. Be sure the title is painted on the balloon.

Noise Crackers:

For the kids, pasteboard strip "crackers" with "Hold Your Breath" stamped on them could be given out at your theatre.

Printed Cards:

Here is some copy for a printed throwaway:

1. "Did you ever see a girl climb up a tall building? It's a sight to make you 'Hold Your Breath.' But that isn't the only exciting moment in the Al Christie feature at the Theatre. It's crammed full of thrills and fun."

2. "HOLD YOUR BREATH till you get to the Theatre and see one of the funniest and most exciting comedy-dramas ever screened. An Al Christie feature, with Dorothy Devore, Walter Hiers, Tully Marshall and a whole consignment of breath-takers."

3. "The modern girl is enough to make you 'HOLD YOUR BREATH,' especially when she's a go-getter reporter. If you want to see one who's full of pep, go to the Theatre."

Swimming Contests:

It ought to be easy to get the summer parks and Y. M. C. A. plunges to conduct "Hold Your Breath" underwater swimming contests. You can award prizes to the winners.

Balloon Stunt:

A string of toy balloons could be loosed from the theatre with passes tied on them. This would be attractive to the kids.

Cutouts:

Cut-out figures of a cop chasing a girl could be put on the top of buildings, on buildings under construction, on the roof of street cars, etc. The girl has a skirt on over the bellboy's costume, so the legs can stick out in a running position without adverse comment. This stunt should attract a lot of attention.

the downtown office buildings, it might be a riot.

If put up to a newspaper for just what it is, it ought to go over. Many papers are tickled to death if they can get a story about an advertising stunt that went awry, with the result, of course, that the theatre gets more advertising than ever on the picture.

Fat Men's Club:

In "Hold Your Breath," the heroine's sweetheart could not climb up and rescue her from a high building off which she was falling, because he was too fat. If you can get your local Y. M. C. A. or other athletic organizations to form a club for fat men it will be a great stunt. It should be stated that the members of the club pledge themselves to do their best to reduce, by diet and exercise, so that they may be able to rescue their sweethearts in any emergency, and not be helpless like the hero in the Al Christie feature, "Hold Your Breath." The newspapers will give

this a world of publicity.

Window Displays:

"Hold Your Breath" lends itself easily to some fine window display tie-ups. You should be able to get the co-operation of the following:

Beauty Parlors:

In "Hold Your Breath" Dorothy Devore gives a permanent wave and bakes a woman's hair for such a long time that she makes it stand on end. Beauty parlors will be glad to place in their windows a still of the beauty parlor scene with a card reading: "A scene from the new Al Christie feature 'Hold Your Breath.' You won't have to 'hold your breath' when you get a permanent wave here. Our operators are no amateurs. They are skilled workers who know every phase of the art of beautifying."

Automobile Accessories Stores:

The people who are introducing balloon tires can make a window display with a caption like the following: "Hold Your Breath," you need very little air in the new (Firestone) balloon tire.

Real Estate Stores:

In "Hold Your Breath" Walter Hiers is building a "bungalow for two," and so eager is he to get it completed that he puts the door on upside down in his haste. You should have no trouble in getting real estate dealers to put a still of this scene in their windows, with a card reading: "Walter Hiers is having his troubles with his love nest. Buy one of our up-to-date model houses and avoid the worries of building."

Stores Selling Cameras:

Stationery stores, sporting goods shops and other stores handling cameras can make window displays giving a prominent place to the stills of Dorothy Devore using her graflex. A sign in the window should read "Dorothy Devore, reporting with her graflex in 'Hold Your Breath.' For business or pleasure, if it's a camera, we have it."

Co-Operative Advertising:

Get the co-operation of the advertising manager of your local paper for a two-page spread of advertising. You can get copy from the dealers mentioned above in addition to stock brokers, who can advertise that their stocks are as good as those sold in "Hold Your Breath," and awning makers, who can say "Dorothy De-

"HOLD YOUR BREATH"

while the nerviest little girl-reporter in captivity gives you a demonstration of a T-H-R-I-L-L! You'll gasp and you'll laugh until you cry—for more!

Directed by
SCOTT SIDNEY

Story by
FRANK ROLAND CONKLIN



An
AL CHRISTIE FEATURE
A HODKINSON
Release

List Your Short
Subjects Here

Four-Column Ad Cut No. 5

OH BOY!

Look 'Em Over!

Dorothy Devore	Tully Marshall
Walter Hiers	Priscilla Bonner
Jimmie Adams	Lincoln Plumer
Jimmie Harrison	Rosa Gore
Patricia Palmer	George Pierce
Jay Belasco	Budd Fine
Victor Rodman	Douglas Carter
Eddie Baker	



"HOLD YOUR BREATH"

has the biggest bunch of laugh-makers ever assembled in a single picture—and maybe they don't raise Cain!

An
AL CHRISTIE
FEATURE

A
HODKINSON
Release



Story by
Frank Roland Conklin

Directed by
Scott Sidney

At the Strand Theatre
One-Col Ad Cut No. 1

COLORED SLIDE



Mail Campaign Letter

Dear Sir: (or Madam)

Pep—punch—laughs—thrills—that's the Al Christie feature, "Hold Your Breath." It has all the breeziness of those unparagoned films.

tion to a whale of a story of a girl reporter.

AND it has one of the greatest comedy casts ever assembled. Irrepressible Dorothy Devore, who has starred in numerous Christie comedies and played leads in features; Walter Hiers, jovial plump comedian; Tully Marshall, one of the greatest character actors on the screen; Jimmie Adams, Priscilla Bonner, Jimmie Harrison and Lincoln Plumer comprise less than half the cast, but these names are enough to give you an idea of the high-class quality of the production.

"Hold Your Breath" will make you do just that. It's six reels of a good time.

..... is the date, and the place is the
..... Theatre. Don't miss it.

Cordially,

Manager.

POST CARD

Dear Sir: (or Madam)

"HOLD YOUR BREATH"

Till I tell some good news. The Al Christie rapid-fire feature will play at the Theatre

Dorothy Devore, Walter Hiers, Tully Marshall, Jimmie Adams, Priscilla Bonner, Jimmie Harrison and Lincoln Plumer are in the cast. Six reels of drama and fun. 'Nuff said!

Manager.

OIL PAINTINGS

Beautify your lobby and you will see new faces at the box office. You can procure a set of Oil Paintings on "Hold Your Breath," consisting of

1—30x40
and
2—20x30

These are so made that you can unhook the two frames making two separate paintings.

You can secure these direct from the National Photographers, 719 Seventh Avenue, New York City, or through your local Hodkinson exchange.



"HOLD BREATH"

when you see this one. It's got a ton of thrills and then some!

The great comedy cast includes

Dorothy Devore
Walter Hiers
Tully Marshall
Jimmie Adams
Priscilla Bonner
Jimmie Harrison
Lincoln Plumer
and many others.

Now Playing at the

Two-Column A

Budd Fine
Douglas Carter

ATH //

Your Short
jects Here

FEATURE
HODKINSON
Release

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monkey plays a very important part in the picture. Have either the monkey or the organ grinder hand out a card reading: "One tiny monkey makes a whole town hold its breath in 'Hold Your Breath,' the Al Christie feature at the Theatre, with a splendid cast headed by Dorothy Devore, Walter Hiers and Tully Marshall.

For Your Lobby Lung Testing Machines:

"Hold Your Breath" would tie up with a lung-testing machine in the lobby, like the ones at amusement parks. Every day you can hang up the record made the day before.

Or a comedy lung-testing machine could be made out of cardboard and wire, so that when a person blew, as instructed, a little row of figure cut-outs from the picture would come sliding out at him. This would be good for kids to fool with.

Newspaper Tie-Ups Photograph Guessing Contest:

Prominently featured in "Hold Your Breath" is Dorothy Devore trying to hold down her sick brother's job on a city newspaper. She starts out with a graflex, trying to get pictures and news, and gets in bad by tralling and snapping a picture of the mayor out with a show girl in a cabaret, only to find that the mayor owns the paper.

A possible newspaper tie-up may be secured by having the theatre furnish a girl to go around taking pictures of local people on the down-town streets with a guessing contest as to who they are. There are a lot of variations to this with which you are already familiar.

Amateur Reporters:

A new contest would be one for amateur news hounds. Put up prizes for the local high school or college girls who turn in the best news event stories and snapshots. The city editor of your local paper will be glad to co-operate with you on a stunt of this sort.

Experience Contest:

Get your local newspaper to run a contest for the most thrilling event

picture. Be sure the title is painted on the balloon.

Noise Crackers:

For the kids, pasteboard strip "crackers" with "Hold Your Breath" stamped on them could be given out at your theatre.

Printed Cards:

Here is some copy for a printed throwaway:

1. "Did you ever see a girl climb up a tall building? It's a sight to make you 'Hold Your Breath.' But that isn't the only exciting moment in the Al Christie feature at the Theatre. It's crammed full of thrills and fun."

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3. "The modern girl is enough to make you 'HOLD YOUR BREATH,' especially when she's a go-getter reporter. If you want to see one who's full of pep, go to the Theatre."

Swimming Contests:

It ought to be easy to get the summer parks and Y. M. C. A. plunges to conduct "Hold Your Breath" underwater swimming contests. You can award prizes to the winners.

Balloon Stunt:

A string of toy balloons could be loosed from the theatre with passes tied on them. This would be attractive to the kids.

Cutouts:

Cut-out figures of a cop chasing a girl could be put on the top of buildings, on buildings under construction, on the roof of street cars, etc. The girl has a skirt on over the bellboy's costume, so the legs can stick out in a running position without adverse comment. This stunt should attract a lot of attention.

A "Monkey" Stunt:

Practically a reel and a half of the picture shows Dorothy Devore in pursuit of a monkey which has stolen a priceless King Tut bracelet and has gone over the side of the building out of reach. A monkey on a building for advertising purposes wouldn't be so good, but, if it could be carefully represented that half a dozen monkeys being used for exploitation purposes on this picture had gotten loose and were roaming over the roofs of

fore gives a permanent wave and bakes a woman's hair for such a long time that she makes it stand on end. Beauty parlors will be glad to place in their windows a still of the beauty parlor scene with a card reading: "A scene from the new Al Christie feature 'Hold Your Breath.' You won't have to 'hold your breath' when you get a permanent wave here. Our operators are no amateurs. They are skilled workers who know every phase of the art of beautifying."

Automobile Accessories Stores:

The people who are introducing balloon tires can make a window display with a caption like the following: "Hold Your Breath;" you need very little air in the new (Firestone) balloon tire.

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In "Hold Your Breath" Walter Hiers is building a "bungalow for two," and so eager is he to get it completed that he puts the door on upside down in his haste. You should have no trouble in getting real estate dealers to put a still of this scene in their windows, with a card reading: "Walter Hiers is having his troubles with his love nest. Buy one of our up-to-date model houses and avoid the worries of building."

Stores Selling Cameras:

Stationery stores, sporting goods shops and other stores handling cameras can make window displays giving a prominent place to the stills of Dorothy Devore using her graflex. A sign in the window should read "Dorothy Devore, reporting with her graflex in 'Hold Your Breath.' For business or pleasure, if it's a camera, we have it."

Co-Operative Advertising:

Get the co-operation of the advertising manager of your local paper for a two-page spread of advertising. You can get copy from the dealers mentioned above in addition to stock brokers, who can advertise that their stocks are as good as those sold in "Hold Your Breath," and awning makers, who can say "Dorothy Devore, in 'Hold Your Breath,' wouldn't have fallen through the awning if it had been made by us. Our awnings are strong enough to withstand the assault of wind and weather, and the 'human fly' as well." Department stores can make wonderful use of the title by saying "Hold Your Breath" for Tuesday's sales, etc.



Sweet Daddy!

You may be shock-proof but you'll surely have to

"HOLD YOUR BREATH"

when you see this one. It's got a ton of thrills and then some!

The great comedy cast includes

Dorothy Devore
Walter Hiers
Tully Marshall
Jimmie Adams
Priscilla Bonner
Jimmie Harrison
Lincoln Plumer
and many others.

Now Playing at the Strand Theatre



AL CHRISTIE
FEATURE

HODKINSON
Release

Directed
by
Scott
Sidney

Story by
Frank Roland Conklin

Oh Boy!

I'll say the Al Christie
Feature

"Hold Your Breath"

Has SOME Cast

Dorothy Devore
Walter Hiers
Tully Marshall
Jimmie Adams
Priscilla Bonner
Jimmie Harrison
Lincoln Plumer

And many others.

Six reels of thrills and fun.

..... (date)

At the Strand Theatre

"HOLD YOUR BREATH"

will take your
breath away—
and your
grouch too!

Six reels of
thrilling fun
and funny
thrills with

Dorothy
Devore,
Walter Hiers,
Tully
Marshall

and a dozen
other great
comedians.



AL CHRISTIE
FEATURE

Directed by
SCOTT SIDNEY
Story by
FRANK ROLAND
CONKLIN

At the Strand
Theatre

..... (date)

One-Col. Ad Cut No. 2

Two-Column Ad Cut No. 3

You Can Grab Space With They're Written From a

(Take these stories to your Editor before the run of the picture).

ALL STAR CAST IN CHRISTIE FEATURE

"Hold Your Breath" Has Galaxy
of Well-Known Comedy
Players.

THRILLS AND FUN IN STORY

CATCHLINES

"Hold Your Breath" will
take your breath away—and
your grouch too.

"Jazz Up" Your Patrons With This Ad-
vance Program Reader

"Hold Your Breath"

AN AL CHRISTIE FEATURE

With a Great Comedy Cast Including
DOROTHY DEVORE, WALTER HIERS, TULLY MAR-
SHALL, JIMMIE ADAMS, PRISCILLA BONNER

Fiance Is Too Fat to Rescue Heroine From High Building.

Thrilling action spaced with packs
of laughs—that's "Hold Your Breath"
the first of the Al Christie feature
productions, which comes to the
..... Theatre for a
run next Those who have
seen Christie's short farces and com-
edies in the past know what to ex-
pect, for in this full-length production,
the Christie organization has followed
the style which it pursued in its two-
reel films; that is, telling a logical
little story and brightening it up with
funny situations.

"Hold Your Breath" has an all-star
comedy cast headed by Dorothy De-
vore who is called upon to display her
talents in many dangerous situations.
While she dangles from hazardous
heights and risks her fair neck in a
hundred different ways, she manages
to inject large quantities of humor
into her role.

Playing opposite Miss Devore is
jovial Walter Hiers, known to be as
comical as he is corpulent. Walter
plays the role of Dorothy's fiance who,
being too fat to climb and rescue her
from her difficulties on a high build-
ing, calls in the fire department and
assembles a load of hay, a ton of
mattresses and other accessories to
get her out of her predicaments.

Tully Marshall, who has been seen
in countless serious roles in dramatic
productions, plays a comedy charac-
terization in "Hold Your Breath."
Jimmie Harrison and Priscilla Bonner
have other important roles. Jimmie
Adams, Jay Belasco, Eddie Baker, Bud
Fine, Lincoln Plumer, Patricia Gore,
George Pierce and Douglas Carter, a
contingent whose faces are very
familiar in Christie comedies, bright-
en up the less serious parts of this
production.

Frank Roland Conklin wrote the
story and Scott Sidney directed.

JIMMIE HARRISON A CHRISTIE FAVORITE

Jimmie Harrison, who has long been
a familiar figure in Christie comedies
and who plays an important part in
"Hold Your Breath," the Al Christie
feature, with Dorothy Devore, Walter
Hiers, Tully Marshall and others,
hails from Milwaukee. His stage car-
eer includes a season in stock with
Leonore Ulrich in "The Bird of Para-
dise" and a season in vaudeville in a
sketch with James T. Powers.

Besides playing in Christie com-
edies, Harrison played with Constance
Talmadge in "Lesson in Love" and

A breezy feature-length com-
edy-drama with one of the
greatest comedy casts ever as-
sembled.

"Hold Your Breath" will
make you hold your breath
with excitement and hold your
sides with laughter.

As a reporter Dorothy was a
good bellboy. She roused the
whole town and almost broke
her neck, but she made the
great collector give her an in-
terview.

He was too fat to climb up
to rescue his sweetheart from
a high building, so he bought a
load of hay and a ton of mat-
tresses for her to fall on.

When the monkey stole the
King Tut bracelet he made a
monkey out of a whole town.

The man who said "Nobody
loves a fat man" is all wrong.
Walter Hiers proves it in "Hold
Your Breath."

Dorothy Devore, star of a
multitude of Christie comedies,
is as sweet and bubbling as a
soda in "Hold Your Breath,"
the new Al Christie feature.

Dorothy Devore, Walter
Hiers, Tully Marshall, Jimmie
Harrison, Jimmie Adams, Pris-
cilla Bonner, Lincoln Plumer—
doesn't that line-up of names
make you "HOLD YOUR
BREATH"?

You'll find gales of laughter
and packs of thrills in "Hold
Your Breath," a rapid-fire story
of the escapades of a girl re-
porter.

Thrills, love, clean comedy
and fast farce—that's "Hold
Your Breath," the new Al
Christie comedy with a won-
derful comedy cast.



When Dorothy (Dorothy Devore) tried to hold down
her brother's job on the newspaper she discovered that
as a reporter she was a good bellboy. But she had the
family to support, so she stuck.

She turned maid, secretary, acrobat and a few other
things—she brought out the police, the fire department,
the mayor and the whole town—she almost broke her
neck—but she made good.

Then she decided that one reporter in the family
was enough and fell into the waiting arms of her fat and
distracted fiance (Walter Hiers).

You'll hold your breath with excitement and hold
your sides with laughter at this rollicking comedy-drama
with one of the greatest comedy casts ever assembled.

..... (date)

(These stories are to be used during the run of the picture).

AEROPLANE CRASH FURNISHES THRILLS

Among the numerous thrills pic-
tured in the Al Christie Feature "Hold
Your Breath," playing at the
..... Theatre, is a realistic scene of an
aeroplane crashing in a crowded New
York street. For this scene a real
Thomas-Morse scout plane, one of the
speediest types used in the aviation
camps during the war, fell to the
street in a nose-dive while hundreds
of terror-stricken spectators rushed
for safety.

Interspersed with many salient
thrills are bursts of humor that issue
forth with the same gusto and effec-
tiveness as the spectacular crash of
the aeroplane. The story "Hold Your
Breath" was written by Frank Roland
Conklin, author of numerous success-
ful Christie plots, and in this newest
Christie Feature he has proven that
he is a master at developing hilarious
situations.

A wonderful comedy cast interprets
the breezy tale. Dorothy Devore,
Walter Hiers, Tully Marshall, Jimmie
Adams, Priscilla Bonner, Jimmie Har-
rison and Lincoln Plumer have promi-
nent roles.

STREET WAS BUILT ON CHRISTIE SET

All the space in the Christie studios
which was not devoted to covered
stages was utilized in the building of
a city street with tall buildings, sub-
way entrances and other detail dur-
ing the production of "Hold Your
Breath," the Al Christie Feature play-
ing at the Theatre. The nature
of the scenes which include thrilling
episodes as well as comedy, made it
impractical to photograph these se-
quences in the crowded downtown

SIDNEY DIRECTED FEATURE COMEDY

Scott Sidney, who directed the Al
Christie feature, "Hold Your Breath,"
which is now being shown at the
..... Theatre, was connected
with the legitimate stage for twenty
years before turning to the silent
drama. He was a pioneer director of
dramatic pictures when movies were
young out west. He filmed many of
the dramas under the Ince banner
when those pictures were made at the
famous old Inceville ranch near Santa
Monica.

Later he left the dramatic field en-
tirely to join the Christie organization
with which he has been associated
for six and a half years. In that time
Mr. Sidney has probably directed
about 150 comedies, including single
reelers, two reel comedies and occa-
sional feature pictures, one of which
was the Christie special "Go West
Young Man," and a mystery melo-
drama called "813."

Some years back, he directed the
first of the now-famous Tarzan pic-
tures, "Tarzan of the Apes." Melo-
drama and thrill stuff are as familiar
to him as comedy, but a feature
comedy like "Hold Your Breath" is
perhaps his favorite kind of work.

LINCOLN PLUMER PLAYS AN EDITOR

Lincoln Plumer, who plays the role
of the City Editor in "Hold Your
Breath" the Al Christie Special play-
ing at the Theatre, was on
the legitimate stage for a long time
before entering pictures. He spends
most of his days playing in Christie
comedies but has a little time to hold
down good parts in features also. He
was with Norma Talmadge in "With-
in the Law," in "Rupert of Hentzau"
and played a splendid role in "My

With These Stories— From a Newspaper Angle

Patrons With This Ad-
ram Reader

"Hold Your Breath"

THE FEATURE

Comedy Cast Including

WALTER HIERS, TULLY MAR-
SHALL, PRISCILLA BONNER

(Devore) tried to hold down
newspaper she discovered that
bellboy. But she had the
luck.

stary, acrobat and a few other
the police, the fire department,
town—she almost broke her

at one reporter in the family
the waiting arms of her fat and
Hiers).

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t this rollicking comedy-drama
comedy casts ever assembled.

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was with Norma Talmadge in "With-
out a Doubt" in "Rupert of Hentzen"

A MOVIE DIRECTOR HAS HIS TROUBLES

Crowds Are Enough to Get His
Goat, but Animals Are
Much Worse.

HE NEEDS IRON NERVES

Scott Sidney Had Many Wor-
ries, but Made Great
Picture.

Being a movie director isn't the
easiest job in the world—not by a
long shot. It requires the imagina-
tion of an artist, the patience of a
saint, the diplomacy of a politician
and the voice of a college cheer lead-
er. Handling people is bad enough,
getting babies to act is worse, but
when it comes to animals, well, most
directors would throw up their hands.

Scott Sidney, director of "Hold Your
Breath," the Al Christie feature which
comes to the Theatre for
a run next had
more than his share of instructing
animals to act. To him, fell the task,
of converting into movie comedians
a cat, a pair of Russian wolf-hounds,
a team of horses and a monkey. This
was so nerve-wracking that by the
time he was through, Mr. Sidney mar-
velled over the fact that he hadn't
acquired the disposition of the ani-
mals he trained.

To make matters worse, his vocal
powers deserted him under the strain.
Following several days work direct-
ing hundreds of people in a huge set,
he lost his voice and for nearly two
weeks he was unable to speak above
a whisper. With all these worries,
however, Mr. Sidney has managed to
make one of the most entertaining
comedies that has ever been produced.

The cast is a large one and con-
tains such able players as Dorothy
Devore, Walter Hiers, Tully Marshall,
Jimmie Adams, Priscilla Bonner, Jim-
mie Harrison and Lincoln Plumer.
Frank Roland Conklin wrote the story
which is a rapid-fire tale of the esca-
pades of a girl reporter.



"HOLD YOUR BREATH" Distributed by HODKINSON.

One-Col. Prod. Cut No. 2

ALL PREPARED FOR



Two-Column Production Cut No. 1

(Take these stories to your Editor before the run of the picture).

HOW THAT TITLE WAS DISCOVERED

Al Christie Offered Lot as Prize
For Best Name.

JIMMIE ADAMS WON IT

"Hold Your Breath" Hit Upon
During Filming of a Thrill-
ing Scene.

"Hold Your Breath," the title of the
big Al Christie feature which comes
to the Theatre for a
..... run next was
suggested by Jimmie Adams, well
known Christie player, who has a
prominent part in the production.

Al Christie offered as a prize for
the best title a very attractive build-
ing lot in the Christie Tract in the
Westwood section of Los Angeles. Be-
sides the regular Christie employees,
all transient actors working in cur-
rent productions were eligible to try
for the prize. Shortly after the an-
nouncement was posted on the bul-
letin board, the Scenario Department
was flooded with titles good, bad and
indifferent—but mostly terrible. So
Al Christie posted the following no-
tice:

1. This is not a sex picture.
2. I want a brief and snappy title,
so remember to measure your efforts
in words, not yards.
3. There is not a boudoir nor bath-
ing-girl scene in the entire story.
4. Titles like "Robin Hood" and
"The Miracle Man" were huge suc-
cesses but I can't see my way clear
to use them in connection with this
picture so please desist from submit-
ting them.

PLUMP COMEDIAN IN NEW PICTURE

Walter Hiers Has Important
Role in Christie Feature,
"Hold Your Breath."

Jovial Walter Hiers, popular farce
comedian and scale irritator, who has
a prominent role in "Hold Your
Breath," the Al Christie feature which
comes to the Theatre
for a run next
started out in life with the intention
of becoming a soldier.

To that end he traveled all the way
from his home in Georgia to the mili-
tary academy at Peekskill, N. Y. But
while he was training, the thought
came to him that he might serve hu-
manity more effectively as an enter-
tainer than as a man in army uniform,
for his likeable humor and rotund
figure made him a leading light in
school theatricals and minstrel per-
formances. He enjoyed the work so
much that he decided vaudeville was
the place for him.

After leaving the academy, he went
to New York where he obtained a
part in Frank Sheridan's vaudeville
satire, "The Villain Still Pursued
Her." This was in 1913. While play-
ing in this sketch, he was offered the
role of the fat country boy in "The
Failure," a D. W. Griffith screen pro-
duction, and he accepted it.

In 1916 he was engaged by Para-
mount to take the part of the stout
youth, who is the rival of Billy Bax-
ter, in "Seventeen," for the affections
of the baby-talk girl. Before being
made a star he appeared in "What's
Your Husband Doing?" "The City
Sparrow" "Mrs. Temple's Telegram,"

productions, which comes to the Theatre for a run next Those who have seen Christie's short farces and comedies in the past know what to expect, for in this full-length production, the Christie organization has followed the style which it pursued in its two-reel films; that is, telling a logical little story and brightening it up with funny situations.

"Hold Your Breath" has an all-star comedy cast headed by Dorothy Devore who is called upon to display her talents in many dangerous situations. While she dangles from hazardous heights and risks her fair neck in a hundred different ways, she manages to inject large quantities of humor into her role.

Playing opposite Miss Devore is jovial Walter Hiers, known to be as comical as he is corpulent. Walter plays the role of Dorothy's fiance who, being too fat to climb and rescue her from her difficulties on a high building, calls in the fire department and assembles a load of hay, a ton of mattresses and other accessories to get her out of her predicaments.

Tully Marshall, who has been seen in countless serious roles in dramatic productions, plays a comedy characterization in "Hold Your Breath." Jimmie Harrison and Priscilla Bonner have other important roles. Jimmie Adams, Jay Belasco, Eddie Baker, Bud Fine, Lincoln Plumer, Patricia Gore, George Pierce and Douglas Carter, a contingent whose faces are very familiar in Christie comedies, brighten up the less serious parts of this production.

Frank Roland Conklin wrote the story and Scott Sidney directed.

JIMMIE HARRISON A CHRISTIE FAVORITE

Jimmie Harrison, who has long been a familiar figure in Christie comedies and who plays an important part in "Hold Your Breath," the Al Christie feature, with Dorothy Devore, Walter Hiers, Tully Marshall and others, hails from Milwaukee. His stage career includes a season in stock with Leonora Ulrich in "The Bird of Paradise" and a season in vaudeville in a sketch with James T. Powers.

Besides playing in Christie comedies, Harrison played with Constance Talmadge in "Lesson in Love" and "Wedding Bells"; he supported Justine Johnston in "A Heart to Let," and was in two Cabanne productions, "The Barricade" and "Beyond the Rainbow." Then followed an engagement in Selznick's "Why Announce Your Marriage" and a Shipman production, made in Canada, called "The Critical Age."

Some of the recent Christie comedies in which he has appeared are "Navy Blues," "A Perfect 36," "Kidding Kattie," "Stay Single" and "Getting Gertie's Goat."

"Hold Your Breath," which comes to the Theatre for a run next was written by Frank Roland Conklin and directed by Scott Sidney.

As a reporter Dorothy was a good bellboy. She roused the whole town and almost broke her neck, but she made the great collector give her an interview.

He was too fat to climb up to rescue his sweetheart from a high building, so he bought a load of hay and a ton of mattresses for her to fall on.

When the monkey stole the King Tut bracelet he made a monkey out of a whole town.

The man who said "Nobody loves a fat man" is all wrong. Walter Hiers proves it in "Hold Your Breath."

Dorothy Devore, star of a multitude of Christie comedies, is as sweet and bubbling as a soda in "Hold Your Breath," the new Al Christie feature.

Dorothy Devore, Walter Hiers, Tully Marshall, Jimmie Harrison, Jimmie Adams, Priscilla Bonner, Lincoln Plumer—doesn't that line-up of names make you "HOLD YOUR BREATH"?

You'll find gales of laughter and packs of thrills in "Hold Your Breath," a rapid-fire story of the escapades of a girl reporter.

Thrills, love, clean comedy and fast farce—that's "Hold Your Breath," the new Al Christie comedy with a wonderful comedy cast.



One-Col. Prod. Cut No. 1

distracted fiance (Walter Hiers).

You'll hold your breath with excitement and hold your sides with laughter at this rollicking comedy-drama with one of the greatest comedy casts ever assembled.

..... (date)

(These stories are to be used during the run of the picture).

AEROPLANE CRASH FURNISHES THRILLS

Among the numerous thrills pictured in the Al Christie Feature "Hold Your Breath," playing at the Theatre, is a realistic scene of an aeroplane crashing in a crowded New York street. For this scene a real Thomas-Morse scout plane, one of the speediest types used in the aviation camps during the war, fell to the street in a nose-dive while hundreds of terror-stricken spectators rushed for safety.

Interspersed with many salient thrills are bursts of humor that issue forth with the same gusto and effectiveness as the spectacular crash of the aeroplane. The story "Hold Your Breath" was written by Frank Roland Conklin, author of numerous successful Christie plots, and in this newest Christie Feature he has proven that he is a master at developing hilarious situations.

A wonderful comedy cast interprets the breezy tale. Dorothy Devore, Walter Hiers, Tully Marshall, Jimmie Adams, Priscilla Bonner, Jimmie Harrison and Lincoln Plumer have prominent roles.

STREET WAS BUILT ON CHRISTIE SET

All the space in the Christie studios which was not devoted to covered stages was utilized in the building of a city street with tall buildings, subway entrances and other detail during the production of "Hold Your Breath," the Al Christie Feature playing at the Theatre. The nature of the scenes which include thrilling episodes as well as comedy, made it impractical to photograph these sequences in the crowded downtown area, so the building of a complete street was found necessary.

"Hold Your Breath" is a breath-taking story of a girl reporter. The wonderful comedy cast includes Dorothy Devore, Walter Hiers, Tully Marshall, Jimmie Adams, Priscilla Bonner, Jimmie Harrison, Lincoln Plumer, Patricia Palmer, Rosa Gore, George Pierce, Jay Belasco, Victor Rodman, Budd Fine, Eddie Baker and Douglas Carter. Frank Roland Conklin wrote the original script and Scott Sidney directed.

JIMMIE ADAMS IN CHRISTIE FEATURE

Jimmie Adams, who plays a comedy part in "Hold Your Breath," the Al Christie feature at the Theatre, has done about everything in the entertaining line there is to do. He has been in vaudeville, cabaret performances, legitimate plays and in moving picture comedies for six years. He started in as a child soprano on the stage, and the greatest day in his life during those experiences was when he sang for the President and Mrs. McKinley.

He is also a song writer, his most recent ones to be published being "Down on the Farm," "Love's Garden" and "Carolina, I Love You."

He will be remembered in Christie Comedies, such as "Roll Along," in which he appeared in black-face, "Green as Grass," "Done in Oil," "Aggravating Papa" and "Safe and Sane." For his part in "Hold Your Breath" Jimmie once more shaved off the top of his head. Anna Q. Nilsson, with her "Ponjola" make-up, has nothing on Jimmie for making the sacrifice for realistic comedy.

Others in the cast of the Al Christie feature are Dorothy Devore, Walter Hiers, Tully Marshall, Priscilla Bonner, Jimmie Harrison and Lincoln Plumer.

SIDNEY DIRECTED FEATURE COMEDY

Scott Sidney, who directed the Al Christie feature, "Hold Your Breath," which is now being shown at the Theatre, was connected with the legitimate stage for twenty years before turning to the silent drama. He was a pioneer director of dramatic pictures when movies were young out west. He filmed many of the dramas under the Ince banner when those pictures were made at the famous old Inceville ranch near Santa Monica.

Later he left the dramatic field entirely to join the Christie organization with which he has been associated for six and a half years. In that time Mr. Sidney has probably directed about 150 comedies, including single reelers, two reel comedies and occasional feature pictures, one of which was the Christie special "Go West Young Man," and a mystery melodrama called "813."

Some years back, he directed the first of the now-famous Tarzan pictures, "Tarzan of the Apes." Melodrama and thrill stuff are as familiar to him as comedy, but a feature comedy like "Hold Your Breath" is perhaps his favorite kind of work.

LINCOLN PLUMER PLAYS AN EDITOR

Lincoln Plumer, who plays the role of the City Editor in "Hold Your Breath" the Al Christie Special playing at the Theatre, was on the legitimate stage for a long time before entering pictures. He spends most of his days playing in Christie comedies but has a little time to hold down good parts in features also. He was with Norma Talmadge in "Within the Law," in "Rupert of Hentzau" and played a splendid role in "My Mamie Rose," which has recently been shown. Some of the other pictures in which he has appeared are: "Ten Dollar Raise," "Her Face Value," "Little, But Oh My," "The Barnstormer," "The Duce of Spades," "The Girl in the Tower," "The Glory of Clementina" and "Confidence."

Mr. Plumer was the first actor to cross the United States in an automobile, in 1916, and holds a gold medal from Motor Magazine for the drive, which was considered quite a accomplishment in those days.

IT'S TOUGH!

Anyone who thinks that playing comedy characters is all roses hereby referred to Jimmy Adams, Christie player. No sooner had he cultivated his hair again after playing a blackface role than he was called on to shave his dome completely to play a beauty parlor proprietor in "Hold Your Breath," the Al Christie comedy drama at the Theatre.

The thing that Jimmie couldn't understand is why a beauty parlor proprietor should be bald. He decided it was one of life's little ironies.

Last Day Notice

The Al Christie feature, "Hold Your Breath," will be shown at the Theatre for the last time tonight. This rapid-fire comedy drama of a girl reporter is interpreted by one of the greatest comedy casts ever assembled.

It includes Dorothy Devore, Walter Hiers, Tully Marshall, Jimmie Adams, Priscilla Bonner, Jimmie Harrison, Lincoln Plumer, Rosa Gore, Jay Belasco, George Pierce, Victor Rodman, Budd Fine, Eddie Baker and Douglas Carter. Frank Roland Conklin wrote the story and Scott Sidney directed.

Complete Trailer Information

National Screen Service, Inc., furnishes good trailers on all Hodkinson pictures.

On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25 monthly.

The following Hodkinson exchanges have these trailers in stock: Denver, Seattle, Atlanta, Dallas, Minneapolis and Omaha.

Ask the booker at any of these exchanges.

Or order direct from any of the following offices of

THE NATIONAL SCREEN SERVICE

126 West 46th St.,
New York City.

845 South Wabash Avenue,
Chicago, Ill.

824 Turk Street,
San Francisco, Cal.

917 South Olive St.,
Los Angeles, Cal.

Wire or Write—Giving Exact Play Date

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at this rollicking comedy-drama
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lin wrote the story and Scott Sidney
directed.

saint, the diplomacy of a politician
and the voice of a college cheer lead-
er. Handling people is bad enough,
getting babies to act is worse, but
when it comes to animals, well, most
directors would throw up their hands.

Scott Sidney, director of "Hold Your
Breath," the Al Christie feature which
comes to the Theatre for
a run next had
more than his share of instructing
animals to act. To him, fell the task,
of converting into movie comedians
a cat, a pair of Russian wolf-hounds,
a team of horses and a monkey. This
was so nerve-wracking that by the
time he was through, Mr. Sidney mar-
velled over the fact that he hadn't
acquired the disposition of the ani-
mals he trained.

To make matters worse, his vocal
powers deserted him under the strain.
Following several days work direct-
ing hundreds of people in a huge set,
he lost his voice and for nearly two
weeks he was unable to speak above
a whisper. With all these worries,
however, Mr. Sidney has managed to
make one of the most entertaining
comedies that has ever been produced.

The cast is a large one and con-
tains such able players as Dorothy
Devore, Walter Hiers, Tully Marshall,
Jimmie Adams, Priscilla Bonner, Jim-
mie Harrison and Lincoln Plumer.
Frank Roland Conklin wrote the story
which is a rapid-fire tale of the esca-
pades of a girl reporter.



"HOLD YOUR BREATH"—Distributed by HOOKINSON.

One-Col. Prod. Cut No. 2

ALL PREPARED FOR YOUR ANSWER MAN

Beau: Guess I'll have to agree
with you that Dorothy Devore is as
effervescent as a soda, and much
sweeter. She's irrepressible and ir-
resistible all right. Dorothy was born
in Fort Worth, Texas, in 1901. Some
of her latest Christie comedies are
"Navy Blues," "Kidding Katie," "Stay
Single" and "Getting Gertie's Goat."

You'll have a chance to see her in an
Al Christie feature pretty soon at the
..... Theatre. "Hold Your
Breath" is the one.

ing to all reports, she'll make you do
it, too! Address her in care of Chris-
tie Studios, Hollywood, California.

Fatty: Walter Hiers tips the beam
at 235 pounds, so he beats you,
doesn't he? His latest picture is
"Hold Your Breath," an Al Christie
feature, in which he appears with
Dorothy Devore, Tully Marshall and
other "big names." 'Tis said he's a
"knockout" in this one.

Marie: You're right. Tully Mar-
shall is one of the best character ac-
tors on the screen. He certainly was
great in "The Stranger." His latest
picture is the Al Christie feature
"Hold Your Breath," in which he por-
trays an eccentric collector. It's a
role in the serio-comic vein that Mr.
Marshall does so well. The picture
will be at the Theatre
soon, so watch for it.

Pinky: "Hold Your Breath" isn't a
Christie comedy. It's an Al Christie
feature, but it is played from a com-
edy angle. It has just as much action
and fun as the short comedies, but it
also has a good story of a girl report-
er. Dorothy Devore, Walter Hiers,
Tully Marshall, Jimmie Adams, Pris-
cilla Bonner, Jimmie Harrison and
many others are in the cast.

Dapper Dan: Right you are! The
beauty parlor proprietor in the Al
Christie Comedy "Hold Your Breath"
is no other than Jimmie Adams, with
the top of his head shaved.

Two-Column Production Cut No. 1

(Take these stories to your Editor before the run of the picture).

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"The Miracle Man" were huge suc-
cesses but I can't see my way clear
to use them in connection with this
picture so please desist from submit-
ting them.
5. The next clown who suggests
"Yes, we have no bananas," will be
thrown bodily out of the studio.

This served to squelch the would-
be gag men. Although suggestions
continued to pour in, it was not until
the picture was almost completed that
Jimmie Adams hit upon the winner.

"Hold Your Breath" suggested itself
during the filming of a thrilling scene
in which Dorothy Devore, who plays
the leading role, was executing a dar-
ing "stunt." Miss Devore was lowered
from the fifth floor of an office build-
ing to the pavement below by means
of a fire hose.

safely, after a rapid slide, director
Scott Sidney exclaimed, "My good-
ness, child, I certainly held my breath
during that scene."

"There's the title for the picture—
'Hold Your Breath,'" shouted Jim-
mie. "They'll all hold their breath
when they see that on the screen."

Al Christie was as enthusiastic as
Jimmie about the title. In awarding
him the lot, Mr. Christie said: "I
think that 'Hold Your Breath' is con-
crete and concise, straightforward and
direct in its promise of excitement
and we are making a production that
will live up to the promise that the
title makes to the public."

Besides Dorothy Devore and Jimmie
Adams, the cast of "Hold Your
Breath" includes Walter Hiers, Tully
Marshall, Jimmie Harrison, Priscilla
Bonner, Lincoln Plumer, Patricia
Palmer, Rosa Gore, Jay Belasco,
George Pierce, Victor Rodman, Budd
Fine, Eddie Baker and Douglas Carter.

An Excellent Herald

For an inexpensive and at-
tractive herald use any of
the production cuts and copy
from any of the ads, shorts
or catchlines.

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Sparrow," "Mrs. Temple's Telegram,"
"The Fourteenth Man," "Sham," "Is
Matrimony a Failure?" "Bought and
Paid For," and "The Mysterious Miss
Terry."

Having starred in such Paramount
productions as "Sixty Cents an Hour,"
"Mr. Billings Spends His Dime," "Fair
Week," and others, Hiers has created
an admirable following among screen
patrons and his role in the Christie
"Hold Your Breath" affords him an
opportunity to exercise his versatile
talents.

Hiers is five feet ten and one-half
inches tall and tips the beam at 235
pounds. Despite his bulk and his abili-
ty to make people laugh, he is capable
of arousing sterner emotion when the
occasion demands.

He lives in Los Angeles and has
two hobbies—baseball and football.

(Story to Be Used During Run of
Picture)

About Priscilla Bonner

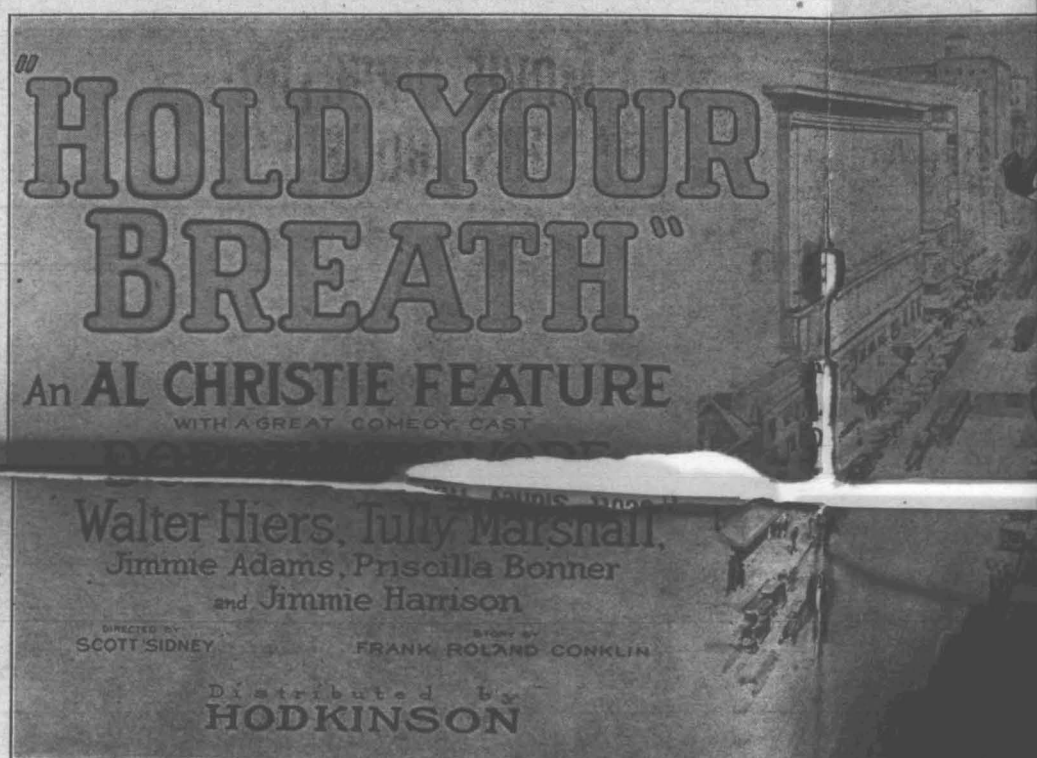
Priscilla Bonner was chosen for one
of the leading roles in "Hold Your
Breath," the Al Christie feature play-
ing at the Theatre, be-
cause her light coloring and gentle
personality make her an admirable
contrast to dashing, dark-haired Dor-
othy Devore who has the other femi-
nine role in the production. Miss De-
vore and Miss Bonner both belong to
the same club of younger movie stars.
It is known as "The Regulars." Both
girls have been seen as leads with
Charles Ray in some of his best
known successes, but while Miss De-
vore has stuck to comedy, Miss Bon-
ner has played in strictly dramatic
productions. Her part in "Hold Your
Breath" is one of the few serious
moments in the production.

Some of the other pictures in which
Miss Bonner has appeared are "April
Showers," "Little Church Around the
Corner," "The Fox Man," "The Son
of Wallingford" and "Home Stuff."

Breezy Displays



Three Sheet Poster 3A

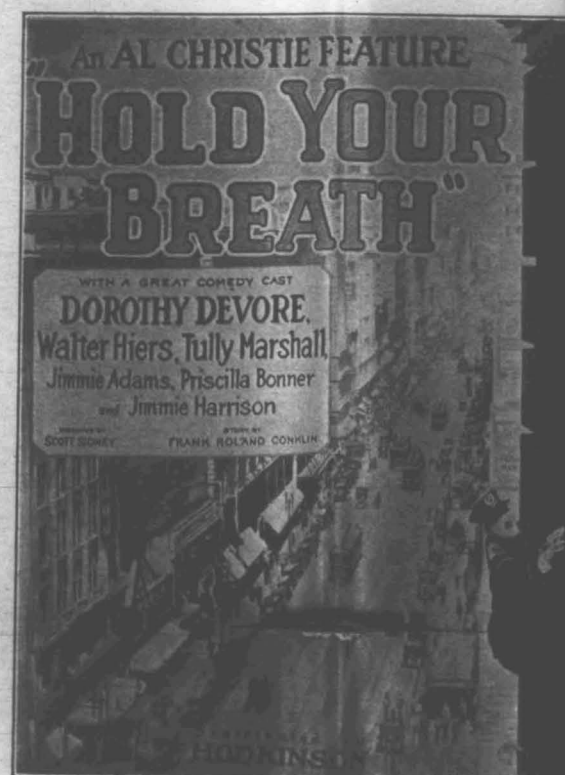


Twenty-four Sheet Poster



One Sheet Poster 1A

Here's paper
chuck full of
laughs and
thrills, pep and
punch.



Six Sheet Poster



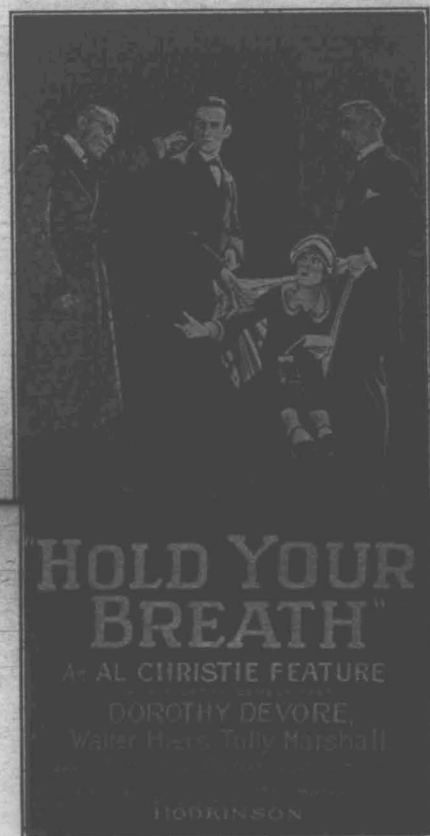
Post 'Em Up and Pack

INSERT CARD (14"x36")

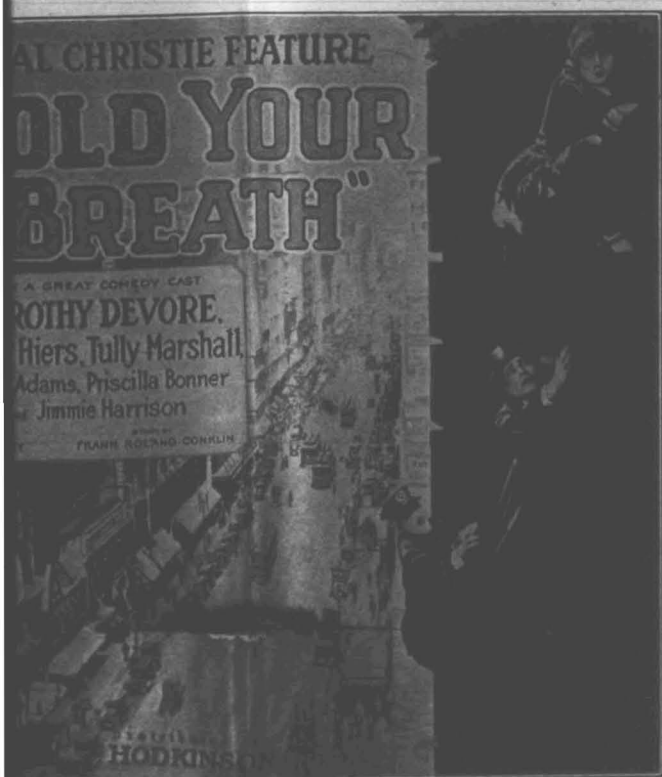
Plays and Posters



Twenty-four Sheet Poster

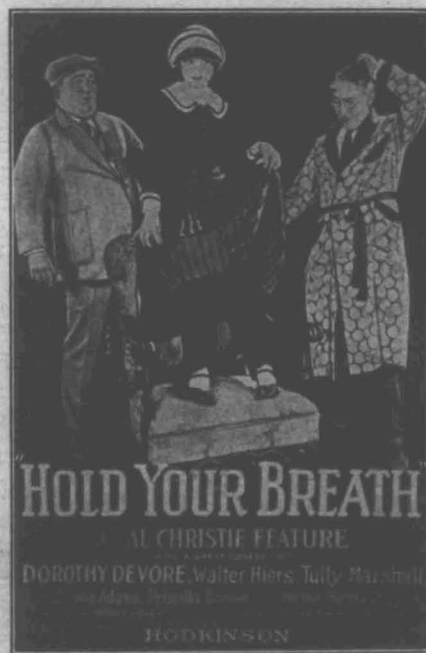


Three Sheet Poster 3B



Six Sheet Poster

It's eye-catching
qualities
will line 'em
up at the box-
office.



One Sheet Poster 1B

'Em Up and Pack 'Em In!

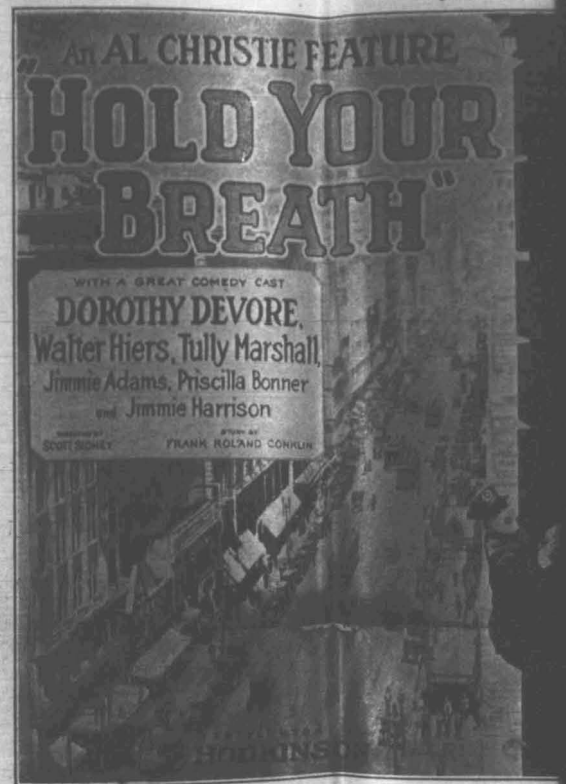
INSERT CARD (14"x36")





One Sheet Poster 1A

Here's paper
chock full of
laughs and
thrills, pep and
punch.



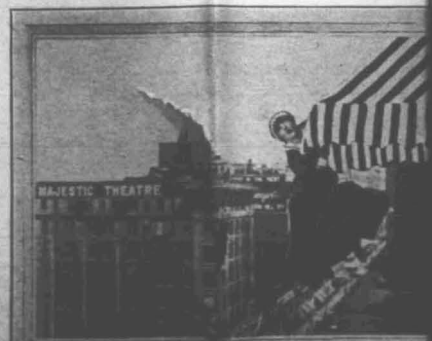
Six Sheet Poster



Colored Lobby Card (22"x28")

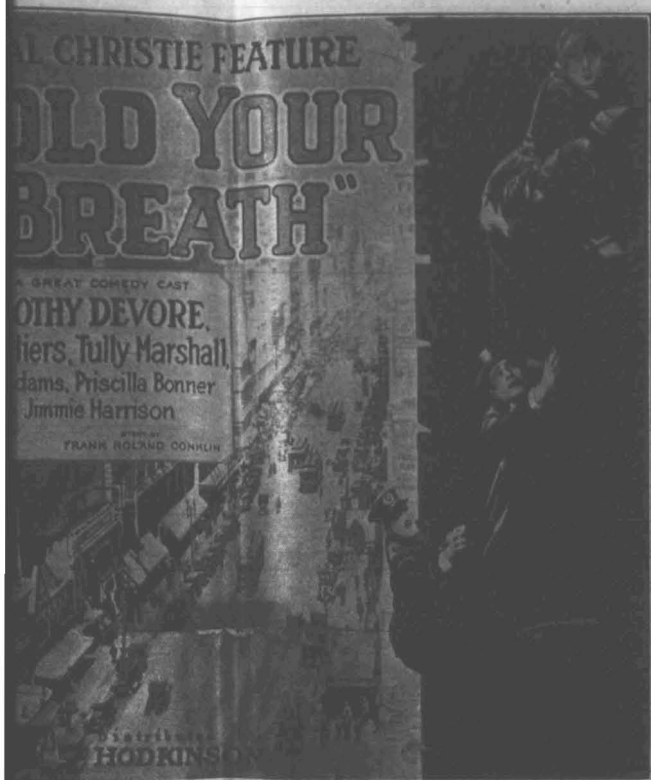
Post 'Em Up and Pack

INSERT CARD (14"x36")



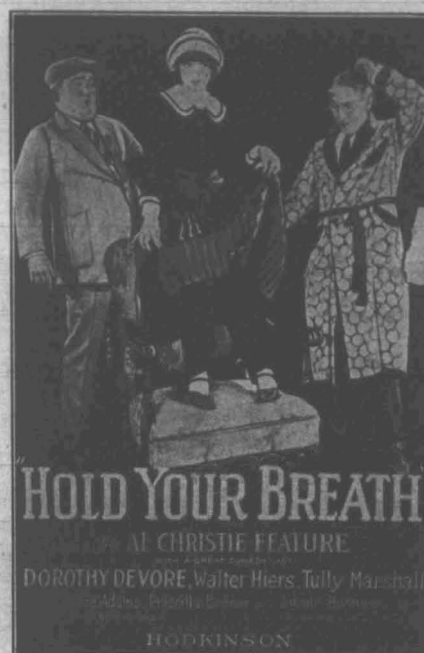
SET OF EIGHT COLORED LOBBY CARDS





Six Sheet Poster

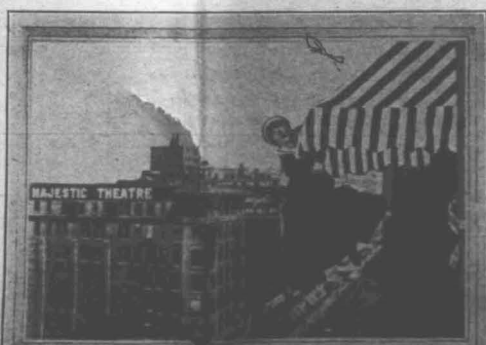
It's eye-catching
qualities
will line 'em
up at the box-
office.



One Sheet Poster 1B

Em Up and Pack 'Em In!

INSERT CARD (14"x36")



Colored Lobby Card (22"x28")



BEAUTIFUL LOBBY CARDS (Each 11"x14")

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

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